

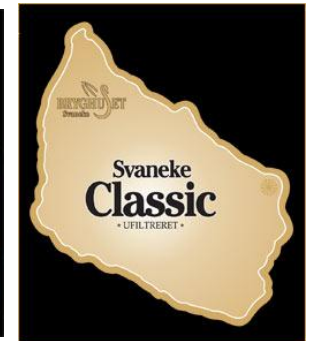
RSA Workshop, Aalborg, 28-30 Oct. 2013:
The “New Peripherality”: Scaled, Contested, and Relational

**Regional Food and Experience-based Markets:
New perspectives for rural development**

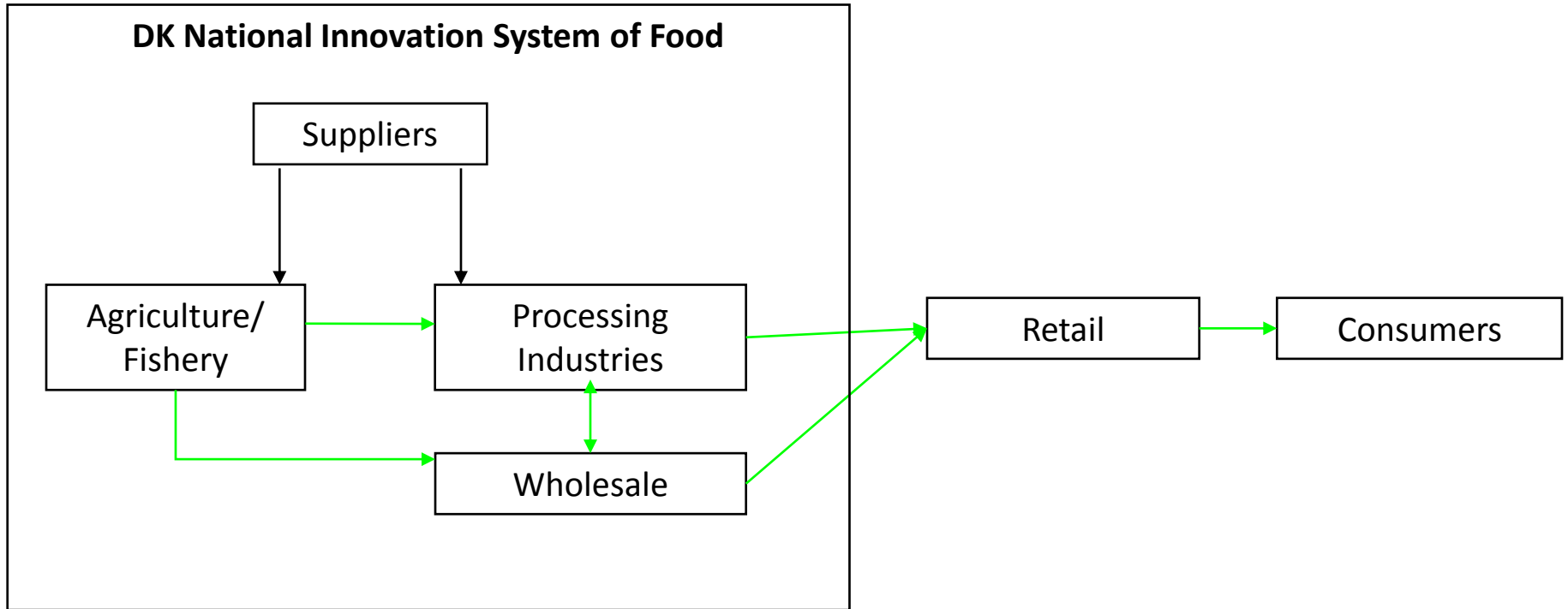
Jesper Manniche
Centre for Regional and Tourism Research
manniche@crt.dk

Introduction: Regional Food of Bornholm

- Breaking new paths in Danish food culture
- Since 1990'ies 40 new small-scale firms (400 jobs), a few old niche producers
- All emphasizing the Bornholm origin of production (material and symbolic)
- Diversified products, not traditional 'regional culinary heritage'
- Cross sector (Food, Tourism, Restaurants, Arts and Crafts)
- Two business models:
 1. niche production and distribution via retail, and
 2. experience offerings and direct sales



The de-territorialized supply chain for industrial/conventional food



Quality conventions defining production and consumption:
Generic industrial standards, Price, Efficiency, Safety

Rural areas: natural production resources exploited by use of external knowledge (science and technology), no direct links to consumers

Changing market conditions and producer-consumer relations

The 'quality turn' on food markets (varying 'alternative' qualities)

The importance of consumers and intermediating actors for value creation and innovation exemplifies more general trends in economies

The Experience Economy (Pine and Gilmore, 1999): "Work is theatre and every business a stage"

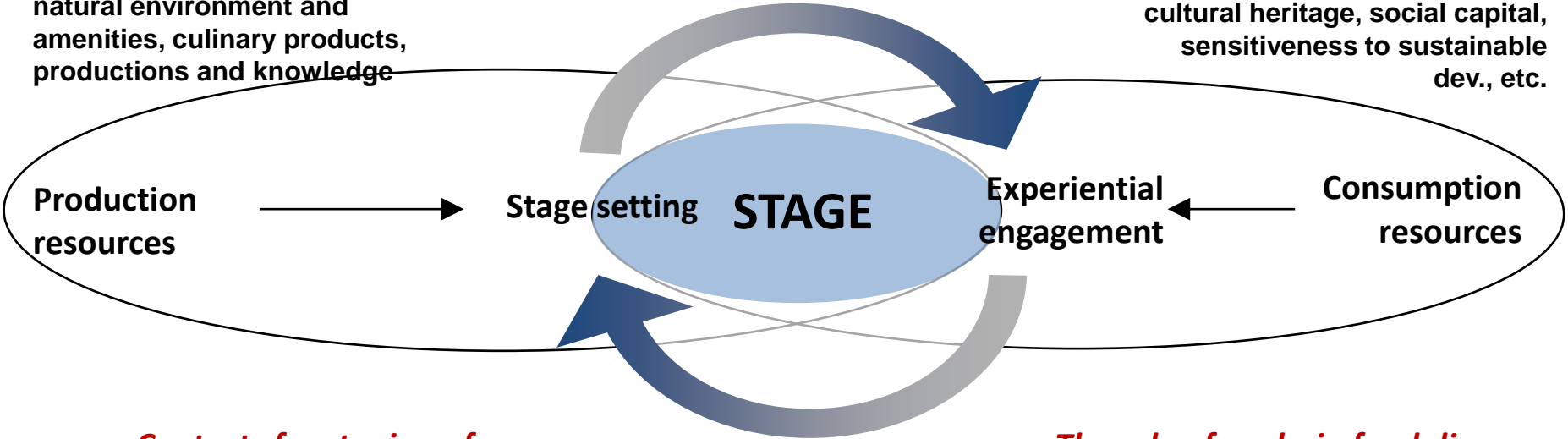
Experiences are intrinsic/personal to the consumer and cannot be 'produced' but only 'staged' - new production-distribution-consumption models

Staging of experiences constitutes a (new?) source of value creation

Territorial Staging System of Experiences (Jeannerat & Crevoisier, 2010).

e.g.
cultural heritage,
natural environment and
amenities, culinary products,
productions and knowledge

e.g.
knowledge,
income, mobility,
cultural heritage, social capital,
sensitiveness to sustainable
dev., etc.



Production
resources

Stage setting

STAGE

Experiential
engagement

Consumption
resources

*Contexts for staging of
Bornholm Food:
Firm
Network
Policy/Governance*

Experiential engagement as an
economic resource

*The role of cooks in food discourses
Consumers' pre-understanding of
Bornholm through tourism*

Implications of the experience economy for rural development

Potentials:

- Experience/symbolic elements add extra dimensions to physical product qualities that can be exploited commercially
- New business models, industries and job opportunities
- More interactive and equalized links to urban centres (power relations)
- New private-public partnerships and interaction
- Strengthen/redefine local identity

Barriers/Challenges:

- (How long) Do urban consumers actually care about rural places and experiences?
- Chance of local conflicts about how and who to define 'authentic' regional brand/identity
- Intensified competition and positioning among rural areas
- Are rural areas equipped with knowledge/capacities for 'staging'?
- Sociological critique of the experience economy: commodification of cultures and identities